

SORTS FONTS

A sorts font is made up to approximate a half font, dropping the odd half characters. If a font scheme consisted of:

4—A 2—B 3—C 2—D 5—E's etc.

The sorts font of the same font scheme would consist of:

2—A 1—B 1—C 1—D 2—E's etc.

Actually half of the number of matrices in a standard font in the A's, B's and D's are included in a sorts font, but on the C and E's, where three and five matrices respectively are included in a font, only one C and two E's are included in a sorts font.

Heretofore sorts fonts were sold only as an accommodation to our users who had previously purchased full fonts of the same face and point size and required additional matrices for setting long lines, etc.

It has been decided to accept orders for sorts fonts from users requiring only short measure lines (such as bookbinders, envelope printers, label manufacturers, tag makers, etc.) who plan to use them as part of their present Ludlow equipment and have not previously purchased full fonts of the same face and point size.

The unit of matrix production is the complete Ludlow matrix font. When sorts fonts are furnished it usually means breaking into complete fonts, assembling, counting, checking and repacking. Such odd lot handling or manufacturing is very expensive, so on separate sorts font orders the price will be the regular sorts price, plus 11 cents per matrix.

Orders for sorts fonts to supplement full fonts will be handled as in the past, as an accommodation, and the prices will not be increased.

